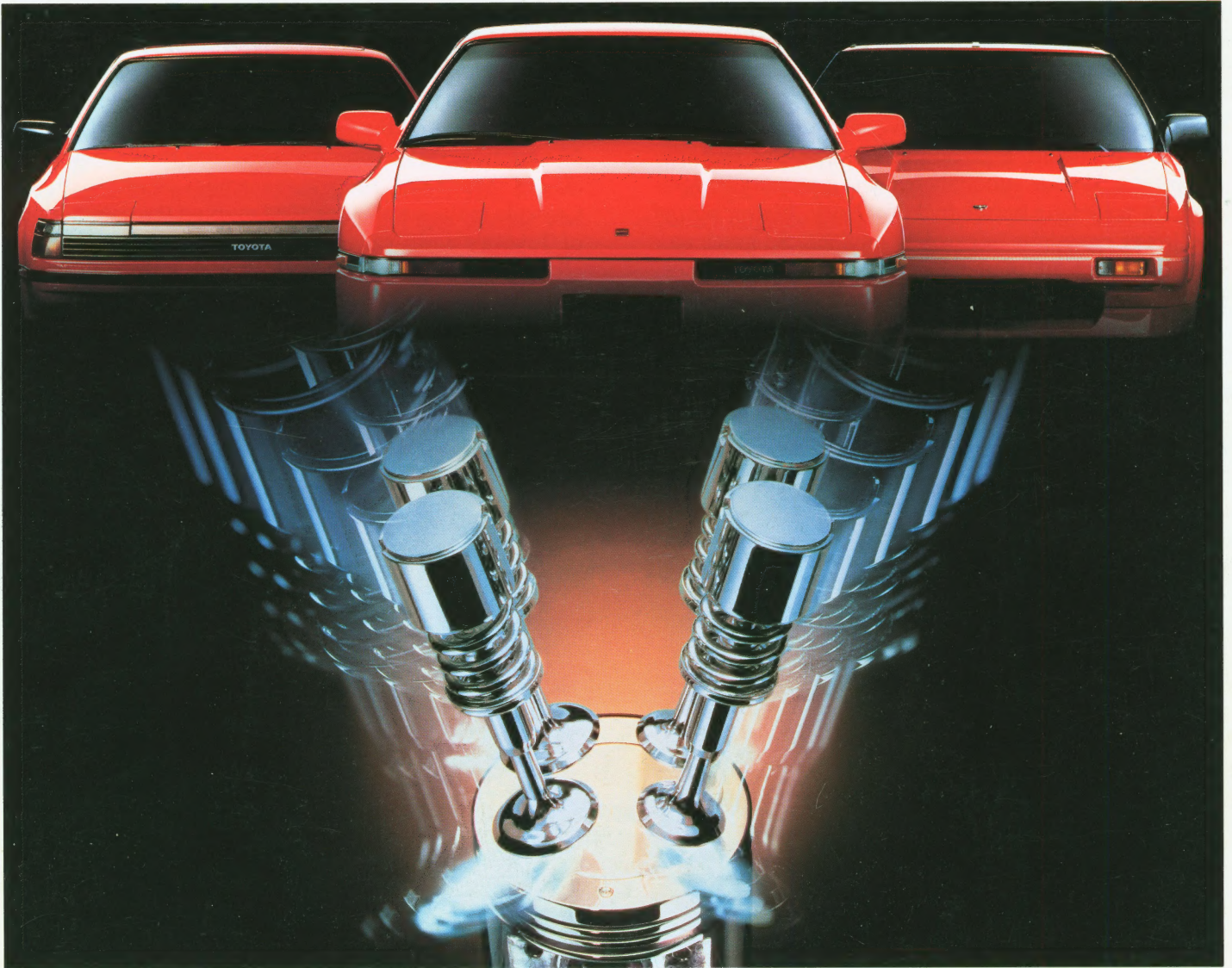


TOYOTA FAMILY

TOYOTA LEADS THE PACK WITH MULTI-VALVE ENGINES



THE BRITISH INTERNATIONAL
**MOTOR
SHOW 88**

TOYOTA LEADS THE PACK WITH MULTI-VALVE ENGINES

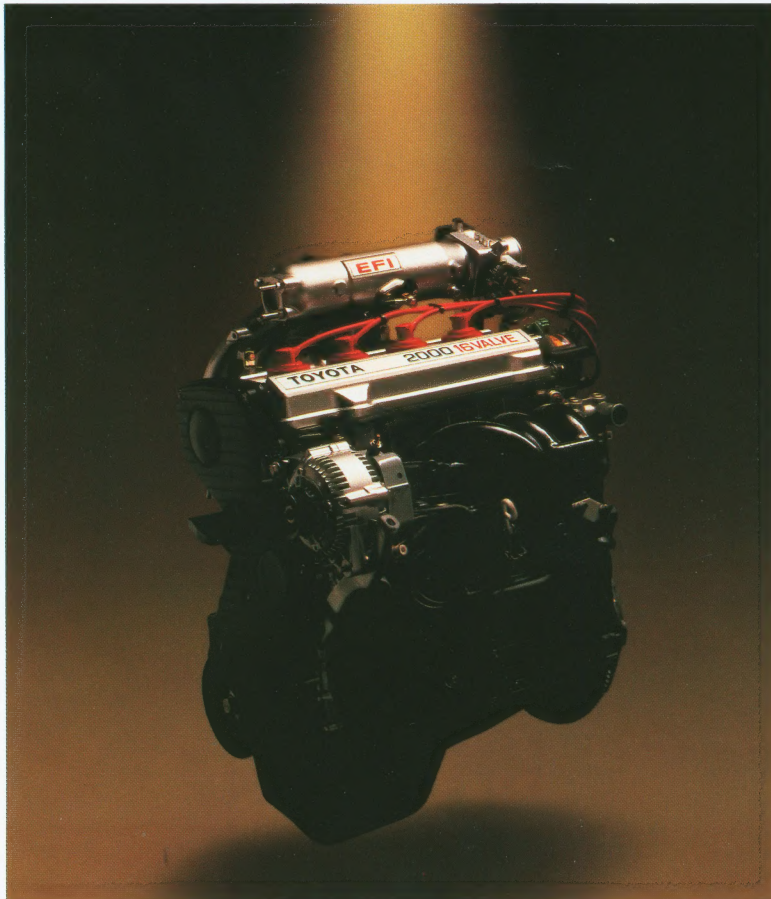
Toyota's three and four valve per cylinder multi-valve engines lie behind a new worldwide trend. Now on the road to becoming a global norm, this revolutionary Toyota-pioneered technology is gaining increasing acceptance.

Five years ago, the multi-valve mechanism was only used in high-speed, high-output engines. But recently this mechanism has suddenly become a primary component for achieving better fuel efficiency, higher output, and lower emissions in gasoline engines. So much so that it has been adopted in a new generation of engines by one manufacturer after another, including VW, Porsche, and Opel of West Germany; GM of the United States; and Volvo of Sweden.

Toyota is the undisputed forerunner in this field. Not only did Toyota pioneer multi-valve engine technology, but it also currently leads the industry in applying the

technology to mass-produced engines. In 1982, we introduced "sporty" multi-valve engines into mass-production, and in 1984 we introduced "efficient" multi-valve engines. Next in 1986, we added new generation multi-valve engines with an acute valve layout. Production has already exceeded the four million mark, and there are 19 variations in the one- to three-liter displacement classes. Moreover, the announcement of the New Cressida in the summer of 1988 marked the completion of Toyota's multi-valve engine model lineup, and now all Toyota export passenger car models have multi-valve engines.

Let's take a moment to examine why Toyota started multi-valve engine development ahead of the rest of the world.



1: Toyota's multi-valve engines lead the world's automotive engine development.



2: This logo quickly became a familiar feature in Toyota's various sales promotion activities.

IMPETUS FOR REVOLUTIONARY MULTI-VALVE ENGINE DEVELOPMENT

In December 1970 in the United States, the Clean Air Act, also known as the Muskie Act, became law, sending a global message as quickly as newswires could carry it. People the world over began to realize that a new automotive age was approaching and that the car was going to — had to — change.

But this was not the only impetus to change. In 1973, and again in 1979, another alarming event opened the eyes of the world to the need for alternate technology in the automotive industry: the oil crisis. The awareness that cars must be not only environment-friendly, but also fuel efficient, began to awaken in carmakers and consumers. In this light, efforts to perfect an engine

that would fit the needs of the age proceeded at an ever quickening pace.

Yoshihiro Kimbara, Managing Director in charge of engine development, said, "It is incumbent upon us to develop new highly efficient and high-power engines to combat the global energy and pollution problems!"

Kimbara's words determined the direction of the future engines to be designed at Toyota. The decision was made to design a whole new generation of engines.

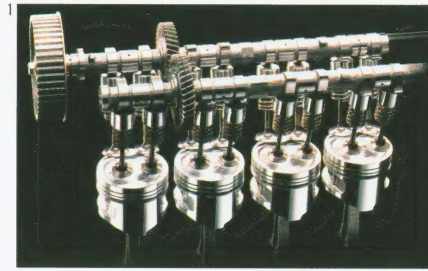
"It was due to the thorough research work — from top to bottom — undertaken to attack the problem at its source that we have the exquisite engines that are available now."

Kimbara adds: "The ideal engine is one that combines high power, good fuel economy and quick response. This is why we have decided to concentrate our energies



3: Newspaper and magazine articles on the Muskie Act and oil crises; incidents that triggered the development of multi-valve engines.

4: The first export mass-produced multi-valve engine, the 16V 1600 Si (4A-GE).



1: Camshafts for the new-generation multi-valve 16V 2000 Ei (3S-FE) engine.

on developing a multi-valve engine, since it is the only configuration which will meet all these criteria.”

It's one thing to craft a complex multi-valve engine for a Lamborghini or Ferrari, and quite another to mass-produce them for family sedans selling for one-tenth the price. Nevertheless, Toyota boldly attempted to make this a basic engine for general passenger car models, as an answer to the challenges of low fuel consumption, low pollution and high output.

THE ADVANTAGES OF MULTI-VALVE ENGINES

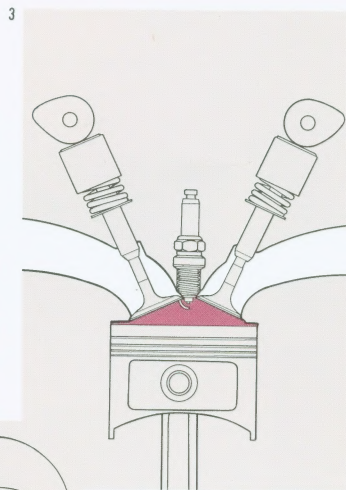
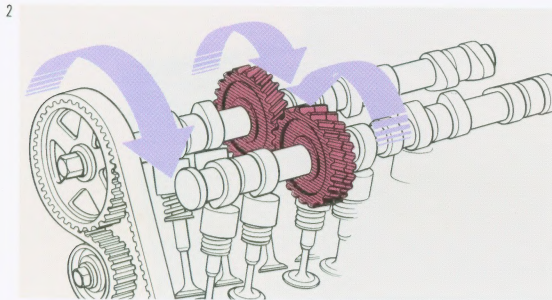
In high-performance engines — those that burn their fuel most completely — the intake of air and fuel and the exhaust of gases must be smooth and efficient. If

two valves are used for intake and two for exhaust, instead of one each, both cycles are more efficient. Studies have shown that use of four valves per cylinder can increase an engine's output by 15%. Or looked at another way, allow a smaller displacement engine to do the same work a much larger one could do using less fuel. And since the lesser amount of fuel that is used is burned more completely in smaller combustion chambers, exhaust emissions will be cleaner. The above were exactly what Toyota was aiming for.

There's also the very attractive benefit that, if a smaller engine is used, the body and the chassis itself can be made smaller and lighter, further improving fuel efficiency.

“Anyone driving a car with our engine can feel its excellence. It's quiet, powerful, compact and fuel-efficient — a splendid piece of work,” says one engineer.

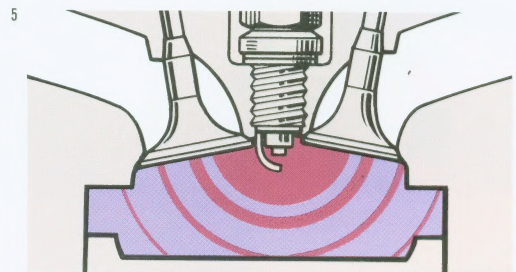
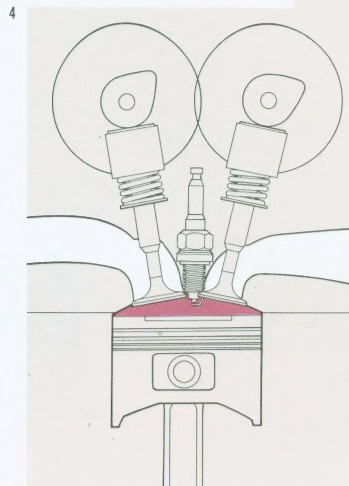
Part of this “technological feat” was created by other



2: Adoption of scissors gear drive enabled the valve angle to be narrowed.

3~4: The narrower valve angle led to a smaller combustion chamber with enhanced combustion efficiency.

5: As a result of the multi-valve mechanism and smaller combustion chamber, fuel burns more smoothly and thoroughly than in conventional engines.



The diagram illustrates the TCCS (Toyota Computer Controlled System) architecture. It shows a central engine with various sensors and actuators connected to an Electronic Control Unit (ECU). The sensors include an Air flowmeter, Throttle position sensor, Engine coolant temperature sensor, and Crank angle sensor. The actuators include the Fuel injection solenoid and the Ignition coil. The ECU is connected to a Battery and a Ground. The ECU is also connected to a 4-Speed automatic transmission (ECU) and a Speedometer. The ECU is connected to a Micro-computer, which is connected to a Display face and a Input face. The ECU is also connected to a 1000 RPM sensor and a 1000 RPM sensor.



1, 2: Toyota racing cars with multi-valve engines are attracting considerable attention at motor sports events.

seemingly never-ending, yet subtle flow of power." High praise, indeed.

The motoring public is excited about Toyota's multi-valves, too. And that's the sweetest music for any automotive engineer's ears.

Because of his interest in technically advanced cars, Anthony Wee of Singapore bought the "16-valve, twin-cam Corolla because it was the most advanced model available in that range." After 20,000km "of hard driving, it is still smooth and powerful."

From Spain, Angel Fariña wrote that he believes "that the Toyota multi-valve engine speeds up combustion, giving more power, much better than the others. The Toyota multi-valve engine is a guaranty of efficiency."

Ricardo Torres of Chile echoes this sentiment, saying, "The publicity surrounding the Toyota multi-valve engine vehicles persuaded me to try one. Fantastic. The

Toyota multi-valve engine system is a great addition to automobile science."

But power is not the only praise that the Toyota multi-valve engine is getting from around the world. "We are very pleased about the low fuel consumption," says Pentti Leppnen of Finland, "because we didn't want to invest a great deal of money in a car."

And in England, Hilary Ellis was "so impressed with the performance of the multi-valve engine" that she switched to a Camry sedan and feels that "it was the best move I ever made."

Some of the world's top drivers agree.

Chris Cord, former IMSA GTO champion, says, "They are extremely powerful and well-designed engines. I've seen time and time again how Toyota has adapted race-bred engines to its mass-production models, and judging from what we're driving now, tomorrow's



Multi-valve engine users from around the world:

3: Ricardo Torres from Chile sees the Toyota multi-valve engine system as "a great addition to automobile science."

4: From Spain's Canary Islands, Angel Fariña wrote to say that "the Toyota multi-valve engine is a guarantee of efficiency."

5: In Finland, Pentti Leppnen looks "very pleased about the low fuel consumption."

6: Hilary Ellis of England feels that her switch to a Camry sedan with multi-valve engine was the best move she ever made.

7: Anthony Wee of Singapore bought his 16-valve, twin-cam Corolla because it was the most advanced model available in that range.



Toyotas will be even more exciting than they are now."

Juha Kankkunen, '86, '87 WRC champion, states: "Europeans have always appreciated fine engineering, and we pride ourselves on the excellence of our engines. But I think that now Toyota is setting an example for the rest of the world in terms of automobile engine design. These new multi-valves have made us a force to be reckoned with in rally competition — and made motoring a lot more enjoyable for European drivers."

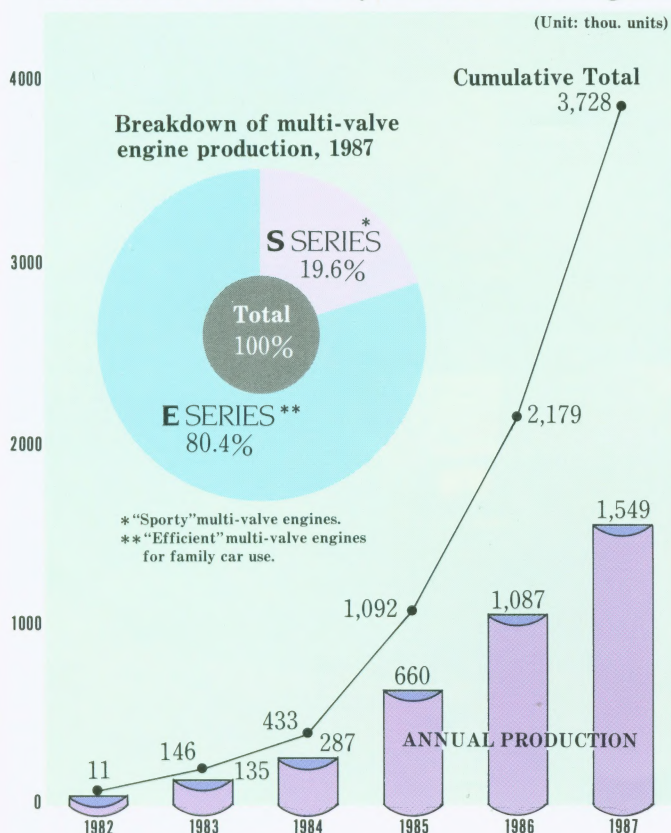
The opinion of Cord and Kankkunen is echoed by Toyota's top engine designers. They feel that the power, overall performance, especially at low rpms, quietness and overall driveability of the company's multi-valves will be incomparably better. Engine design is "entering a new phase."

TOYOTA STILL THE LEADER

Because of their advantages, ranging from compactness and low fuel consumption to minimal pollution and high output, multi-valve engines are seen as the coming wave of the automotive future.

Almost all automakers are now following Toyota's lead and turning to multi-valves for ordinary cars, accelerating development of this engine. However, this is no easy task and as Toyota is constantly engaged in refining existing advanced technology and moving boldly ahead with new developments, we are confident that we will remain well ahead of the others — riding on the crest of the wave.

Production volume of Toyota multi-valve engines



Toyota multi-valve engine lineup

S SERIES

Engine type	Displacement(cc)	Engine features
① 24V 3000 Si/7M-GE (GTE)	2,954	In-line 6-cyl. DOHC 24-valve, EFI*
② 16V 2000 Si/3S-GE (GTE)	1,998	In-line 4-cyl. DOHC 16-valve, EFI*
③ 24V 2000 Si/1G-GE(GTE/GZE)	1,988	In-line 6-cyl. DOHC 24-valve, EFI*
④ 16V 1600 Si/4A-GE (GZE)	1,587	In-line 4-cyl. DOHC 16-valve, EFI*

E SERIES

⑤ 24V 2500 Ei/2VZ-FE	2,507	V6-cyl. DOHC 24-valve, EFI
⑥ 24V 2000 Ei/1G-FE	1,988	In-line 6-cyl. DOHC 24-valve, EFI
⑦ 16V 2000 Ei/3S-FE	1,998	In-line 4-cyl. DOHC 16-valve, EFI
⑧ 16V 2000 E/3S-F	1,998	In-line 4-cyl. DOHC 16-valve
⑨ 24V 2000 Ei/1VZ-FE	1,992	V6-cyl. DOHC 24-valve, EFI
⑩ 16V 1800 E/4S-FI	1,838	In-line 4-cyl. DOHC 16-valve, CI
⑪ 16V 1600 Ei/4A-FE	1,587	In-line 4-cyl. DOHC 16-valve, EFI
⑫ 16V 1600 E/4A-F	1,587	In-line 4-cyl. DOHC 16-valve
⑬ 16V 1500 Ei/5A-FE	1,498	In-line 4-cyl. DOHC 16-valve, EFI
⑭ 16V 1500 E/5A-F	1,498	In-line 4-cyl. DOHC 16-valve
⑮ 12V 1500 Ei/3E-E(TE)	1,456	In-line 4-cyl. OHC 12-valve, EFI *
⑯ 12V 1500 E/3E	1,456	In-line 4-cyl. OHC 12-valve
⑰ 12V 1300 Ei/2E-E(TE)	1,295	In-line 4-cyl. OHC 12-valve, EFI *
⑱ 12V 1300 E/2E	1,295	In-line 4-cyl. OHC 12-valve
⑲ 12V 1000 E/1E	999	In-line 4-cyl. OHC 12-valve

NOTES: 1) EFI: Electronic Fuel Injection.

2) CI: Central Injection.

3) Data as of the end of May 1988.

4) Some of the engines above may not be available in all markets.

* Turbocharged or supercharged model available.

MOTOR SPORTS NEWS

MIDDLE EAST RALLY CHAMPIONSHIP, ROUND 3
JORDAN INTERNATIONAL RALLY
**CELICA DRIVER
EXTENDS WIN STREAK
TO SIX**

JORDAN

1

Toyota Team Middle East's Mohammed bin Sulayem has had a win streak going since last year's Jordan Rally. Now he has won the Jordan Rally again to keep his 1988 record perfect and extend the streak to six victories, three of them this season.

The victory in Jordan this year followed a see-saw battle between bin Sulayem's Celica Turbo and a pair of

Audi Quattros. Co-driven by Ronan Morgan, bin Sulayem had finished the first leg of the rally in the 3rd position behind the two Audis.

The Toyota driver took command on the second day, however, and was lying 1st at the rest halt ahead of arch-rival Saeed Al Hajri. The lead changed hands again twice on the third and final leg June 17, but the Celica reached the goal seven minutes ahead of Al Hajri's 2nd-place Audi. HRH Prince Abdullah of Jordan turned in a highly professional performance for a solid 3rd-place finish.

The victory put bin Sulayem and Toyota in strong positions to retain the respective Drivers' and Makes'

titles they won in 1987.

1988 GERMAN RALLY CHAMPIONSHIP, ROUND 4
TOYOTA COROLLA TROPHY, ROUND 4
ADAC HESSEN RALLY

**COROLLA COUPE DRIVER
SCORES 1ST TROPHY
TRIUMPH**

WEST GERMANY

2

Stefan Uhl edged Toyota Corolla Trophy points' leader Klaus Osterhaus into 2nd place to score his first Corolla Trophy victory of the season in the Hessen Rally May 2-5. Uhl is now lying 2nd, 34 points behind Osterhaus, in the Trophy standings.

Uhl's skillful performance with Wolfgang Möll navigating the Corolla,



1: The win in Jordan kept the slate clean for bin Sulayem.

Coupe also gave him top honors among Group-N, 1600 cc entries in the rally, the 4th round of the 1988 German Rally Championship. Seventeen Corollas were competing in the Toyota Deutschland-sponsored Corolla-Trophy section of the event.

Toyota dealer Klaus Fritzinger and his Toyota Corolla Coupe GT were 1st again in the Group A, 1600 cc class, which he has not lost all season. Navigated by Karl-Heinz Heger, Fritzinger was 11th overall in the 126-car field.

LUCAS BRITISH FORMULA-3 CHAMPIONSHIP,
ROUNDS 8-11

**TOYOTA UNBEATEN 11 RACES
ON BRITISH F3 CIRCUIT**

UNITED KINGDOM

3

With more than half the 1988 British Formula-3 Championship season now over, Toyota-powered F3 vehicles have yet to lose a race despite strong competition from Alfa Romeo and VW. Round 8 at Thruxton May 30 did see a change in the pattern of consistent victories by the Reynard-Toyota of points' leader J.J. Lehto and the Ralt-Toyota of runner-up Martin Donnelly. Donnelly's teammate Damon Hill found the touch this time and brought his own Ralt-Toyota in 1st in both qualifying and the main event. Lehto left the track when he missed a difficult turn in the early part of the 15-lap race, and Donnelly finished 3rd.

Lehto was back in the driver's seat in rounds 9 and 10, run respectively at Silverstone and Donington Park. Both races saw him qualify at the pole and lead from start to finish in the main event. But with Hill winning again in round 11 at Silverstone to move into 3rd place behind Donnelly in the Championship standings, the late season promises to bring continued intense competition among three Toyota drivers.



2: Stefan Uhl and Wolfgang Möll had their first winning run with the Coupé in this season's Corolla Trophy action.
3: J. J. Lehto's Reynard-Toyota was in peak form at Donington Park.

7TH ATLAS RALLY
LAND CRUISER BATTLES
MOROCCAN DESERT TO
3RD-PLACE FINISH

MOROCCO

1

Paris-Dakar Rally veterans Jean Jacques Ratet and Michel Vantouroux returned to the desert with their SIDAT Toyota France Land Cruiser in May. But this time they were competing in the 5,000km Atlas Rally, which left Tangier May 17 and ended in Marrakech nine days later. The Land Cruiser with its newly modified 7M-GTE Toyota engine handled the rugged Moroccan desert beautifully, reaching the goal 3rd overall.

SIDAT teammates Jérôme Rivière and Claude Hervé also had an excellent run in the team's second Land Cruiser. They finished 1st in the Marathon (unmodified) category.

Other Toyota results included 1st in the Diesel Prototype and Female Driver classes. The 111-car field included many top teams from the 1988 Paris-Dakar Rally.

CELLNET/AUTOSPORT BRITISH NATIONAL
RALLY CHAMPIONSHIP, ROUND 4
KAYEL GRAPHICS NATIONAL RALLY
COROLLAS LINE UP
CLASS WINS IN BRITISH
CHAMPIONSHIP RALLY

UNITED KINGDOM

2

Toyota Corollas continue to reign supreme in classes A2 and N1 of the British National Rally Championship. In round 4, the Kayel Graphics National Rally July 2, Corollas dominated both categories. First place in class A2 went to the Corolla GT of Graham Middleton and co-driver Paul Watkins, 2nd and 3rd to the respective Corollas of John Cleary/Ashley Johnson and Darell Staniforth/Brian Hughes. In Class N1 the Corolla sweep was led by Philip Mowles/Alastair Roe in 1st, David Brian/Bob Baker in 2nd and Steve Britton/Steven Perez in 3rd.

Corolla participation in the National Championship is encouraged by the Securicor/Shell Oils Toyota Challenge, an incentive program developed by British distributor Toyota GB. The program's success is evidenced by the

fact that Toyota is now lying 3rd (Group A) and 4th (Group N) in the Manufacturer's points standings.

SHELL OILS RAC MSA OPEN RALLY CHAMPIONSHIP, ROUND 4
ESSO SCOTTISH RALLY CHAMPIONSHIP, ROUND 5
BRITISH MIDLAND SCOTTISH RALLY
COROLLAS TOP
TWO CATEGORIES IN
SCOTTISH RALLY

UNITED KINGDOM

3

Privately entered Toyota Corollas competing in the Scottish International Rally June 11-13 extended their season-long domination of the Group N and Group A 1600cc classes in both the British and Scottish Rally Championships.

In Group N, Chris Blake drove a well-paced rally in his Corolla to top the 1.6-liter category for the 2nd time in a row. He was followed in succession by four other Corollas in a sweep of the top five places by Securicor/Shell Oils Toyota Challengers. Blake is now lying 2nd in the Toyota Challenge.

The fastest Group-A car among up-to-1600cc contenders was the recently rebuilt Corolla of Ian Griffin.



1: The Ratet/Vantouroux Land Cruiser crosses the Moroccan Desert sands in the Atlas Rally.



2: The Kayel Rally saw the Middleton Toyota's domination of its Group A class continue.

3: Chris Blake led a pack of Corollas to a Group N sweep in the Scottish Rally.

FROM TMC

TMC COMPLETES 1ST CIRCUIT AT SHIBETSU PROVING GROUND

1

In late May, TMC announced that it had completed construction of the first circuit of its Shibetsu Proving Ground on Japan's northern island, Hokkaido. The 10km addition, including a 4km straightaway, almost completes the facilities of the largest proving ground in Japan, which TMC started building in June 1982.

In recent years, increasingly diverse customer demand has made the improvement of technological development systems, including testing and

research facilities, an important goal.

Shibetsu Proving Ground is TMC's third proving ground. Since completion of the first phase of construction in October 1984, the proving ground has been used for a variety of tests, primarily those for cold climates. The new first circuit will be used for high-speed testing, and the already completed fourth circuit will be used to test cornering.

TOYOTA BREAKS GROUND FOR EUROPEAN DESIGN CENTER

2,3

TMC broke ground on June 7 for a new design center to be built in the

suburbs of Brussels, Belgium, which will join a technical center the company completed there last fall.

TMC has already gathered an extensive fund of design-related information on the European market by stationing design staff at the company's Europe Office in Brussels. The new center there will, however, provide an opportunity to expand operations to include actual design activities.

In addition to carrying out design surveys, the new center will be active in styling, interior and color design as well as modeling. This will allow TMC to develop a product that will even more closely meet the tastes of its European customers.



1: An aerial view of the newly constructed first circuit at Shibetsu Proving Ground in Hokkaido.

2: Artist's conceptual model of the Technical Center.

3: Among the many dignitaries attending the tape-cutting ceremony for the European design center were (from right), General Manager T. Matsuura of the Europe Office, Executive Vice President K. Matsumoto, Chief of Cabinet H. Verwilt of the Ministry of Economic Affairs, Deputy Mayor T. Beenders of Zaventem and Mr. Van Nooten, a representative from Brabant Province.

NEWS HERE AND THERE

1988 TAIPEI INTERNATIONAL AUTO SHOW TAIWAN

1~3

As the first step toward Toyota's re-entry into the Taiwanese market, the 1988 Taipei International Auto Show proved to be an ideal starting point — and a tremendous success.

Held from May 21 to 25, this international auto show for automobile and parts manufacturers and buyers was sponsored by the China External Trade Association (CETRA). For TMC and Ho Tai Motor Co., Ltd. the event was also a perfect way to announce its eight new dealers in Taiwan.

At the press conference, Senior Managing Director T. Toyoda and Chairman Y. H. Su of Kuozui Motor Ltd., who is also Vice Chairman of Ho Tai Motor Co., Ltd., officially announced TMC's entrance into the Taiwan market and provided details about the new dealers.

Some 66,000 people attended the exhibition, with almost everyone visiting TMC's stand. The FXV-II — the epitome of Toyota's advanced technology — drew the biggest crowds, with models such as the MR2, Deliboy and Supra also on display. Just how big a hit the Toyota Corner was among those attending the auto show was

clearly seen when TMC won the most-popular-stand contest held by CETRA.

TMC also prepared devices to induce visitors to stay around the Toyota stand, including TV monitors and panels explaining Toyota engines and anti-rust measures.

Since many cities in Taiwan are located along the shoreline, the Taiwanese are very interested in rust prevention measures. TMC's approach of emphasizing its many outstanding achievements in this field turned out to be tremendously effective — much like the rest of the display area, which succeeded in generating extremely high interest in Toyota in only five days.



- 1: The FXV-II display at the Taiwanese show firmly established TMC's image as a leader in advanced automotive technology.
- 2: Senior Managing Director T. Toyoda (left) and Vice Chairman Y. H. Su of Ho Tai Motor Co., Ltd. met the press.
- 3: Dignitaries from TMC and Ho Tai Motor along with new dealers took part in the tape-cutting ceremony: from left, Mr. Y. H. Su, Mr. T. Toyoda, Mr. L. H. Huang and Mr. C. Hang

**'88 LATIN AMERICA AND CARIBBEAN
MARKETING CONFERENCE**
LATIN AMERICA AND CARIBBEAN 4

The third Latin America and Caribbean Marketing Conference was held from June 22 to 24 in Miami, Florida, with over 100 representatives of distributors from 36 countries.

Representatives from TMC were headed by Managing Director M. Tanaka, who gave the keynote speech and encouraged them to challenge and counteract the harsh sales environment of the region.

The program for the conference included the '88 sales policy of the Latin America and Caribbean Dept., a sales promotion presentation, new model introduction, and so forth.

The conference as such further enhanced the close relationship between distributors and Toyota.

**4TH WEST GERMANY
TECHNICAL SEMINAR**
WEST GERMANY 5

Following the past three years' successful technical seminars, which did much to raise understanding of TMC's leading-edge technologies, Toyota Deutschland held its fourth such meeting on June 9 for 32 top automotive journalists.

TMC Executive Vice President K. Matsumoto gave the principal talk. In his delivery, he presented many interesting viewpoints in the light of his own philosophy of the automotive industry.

**PORTUGAL '88 INTERNATIONAL
MOTOR SHOW**
PORTUGAL 6, 7

Portugal '88, the country's first international motor show, was held from May 19 to 29 near Porto City, attracting 220,000 visitors.

This was also the first international motor show for Salvador Caetano I.M.M.T. SA, TMC's distributor and the largest dealer in the Porto area. With the company's solid preparation, their participation proved a great success.

Though the VM Land Cruiser was acclaimed in reviews, it was the new model Carina II that stole the show.



4: Over 100 representatives attended the Latin America & Caribbean Distributor Marketing Conference in Florida.

5: Executive Vice President K. Matsumoto (third from left) gave the principal presentation at the 4th West Germany Technical Seminar.

6: The new model Carina II was the star at the Portugal '88 International Motor Show.

7: A Carina II was presented to Mr. Madjer of FC Porto, who was the Most Valuable Player in the Toyota Cup last December.

CAR SPRING '88

FINLAND

1

TMC's Finnish distributor, Korpivaara Oy, held its fifth exhibition, "Car Spring '88," from March 17 to 20, drawing an impressive attendance of nearly 40,000 to its 9,000-sq.-meter display.

Some 150 vehicles were on display, including models such as the Celica GT Convertible and new Toyota Carina II. For the new Carina II, a special press conference was held just before the opening ceremonies.

Sales are increasing steadily in Finland, and Toyota leads the automotive market, with 28,894 units sold last year—marking the fifth consecu-

tive year of holding the No. 1 spot in the market.

TOYOTA KENYA SUPPORTS ANIMAL WELFARE

KENYA

2

Sports sponsorship not only benefits the sponsors. To demonstrate this, in June the organizing committee of the highly successful Toyota-sponsored Limuru Charity Race Meeting, held on Boxing Day last year, presented checks to the value of 70,000 Kenyan shillings to six different charities.

Among the recipients was the Kenya Society for the Prevention of Cruelty to Animals, of which Toyota Kenya is a central member. The company is noted for the strong support it has given to local wildlife protection activities.

KORPIVAARA OY SUPPORTS CHILDREN'S TRAFFIC SAFETY CAMPAIGN

FINLAND

3

In March, Korpivaara Oy began to support a children's traffic safety campaign along the lines of the Japanese model, in which TMC has been an active participant since 1969.

To contribute to children's traffic safety education, the company produced 30,000 playboard puzzles that stress traffic safety for distribution to kindergartens and schools.

At the opening ceremony, President M. Ennevaara of Korpivaara Oy gave the first such game to Mr. I. Krootila, President of the Finnish Traffic Safety Organization.



- 1: "Car Spring '88" attracted an impressive 40,000 visitors in only four days.
- 2: Toyota Kenya Managing Director J. Thoenes (center) presents the check to Chairman S. Meacher of the Kenya Society for the Prevention of Cruelty to Animals.
- 3: A Finnish girl figures out the Toyota puzzle, "Traffic Safety Is Teamwork."

POZNAN FAIR '88

POLAND

4

TMC participated in the Poznan Fair '88, one of the oldest trade fairs in Eastern Europe, from June 12 to 19 for the ninth time. This year, the fair attracted roughly 600,000 visitors.

As a result of ongoing PR activities, including this fair, 2,750 cars have already been ordered in Poland this year. Models available include the Corolla, Carina II and Camry.

The joint efforts of the Polish public automobile corporation POLMOT and a Japanese trading company, Nissho Iwai Corporation, have done much to assure these good sales results.

ONE TIGER OF A CAR

U.S.A.

5

Mrs. Regina Waszczak writes from Las Vegas, Nevada to express her satisfaction with her 1977 Toyota Corolla Liftback. Nicknamed "The Tiger," the car has been driven for over 215,000km with only routine maintenance, and still gets good mileage.

She goes on to say that it is the best car she has ever had — "one TIGER of a car" — and if she had to buy another car it would only be a Toyota. Now retired, Mrs. Waszczak points out that "my car has grown old with me. But I can't say old because we both still look good!"

PRAISE FOR TOYOTA 700

URUGUAY

6

Mr. Sergio L. R. Liguera recently took time out to praise the quality of the 1964 model Toyota 700 he bought about two years ago:

"Even though the car is 24 years old and has had five owners before me, my family and I hope to restore it into as good a condition as it was when new.

"We have driven around the country a lot, and are delighted with its performance, quality and power even on rough roads. This seasoned car has outstanding technology and much more power than other models."



4: TMC recently participated in Poland's Poznan Fair '88 for the ninth time.

5: Ms. R. Waszczak of Las Vegas stands by her 1977 Toyota Corolla, "The Tiger."

6: Mr. Liguera and his family are seen beside their 1964 Toyota 700.



HUNGRY FOR A TOYOTA

HUNGARY

1

Mr. Miklos Varjas lives on a farm in Hungary and "fell in love with Toyota cars" after watching the Paris-Dakar Rally on TV.

He writes: "We have the Carina II and Corolla but not Hilux or Land Cruiser in Hungary. These automobiles have great potential here in this country."

"Last year, a friend of mine visited Japan and brought back catalogues of Toyota cars, which I read again and again. I hope more of these fabulous cars will become available in Hungary."

IMPRESSED WITH RELIABILITY

U.S.A.

2

"I wanted to write and tell you how pleased I have been with my 1977 Toyota Hilux truck," says Mr. Claude W. Keefer from Illinois. "It has been a very reliable truck and now has done

over 315,000km."

He adds that the engine still runs well, and in the past 11 years has only received one minor overhaul. He concludes: "I commend you for your fine job on this truck. I have really been impressed with its reliability."

107TH TOYOTA MARKETING SEMINAR A RESOUNDING SUCCESS

BELGIUM, FRANCE, WEST GERMANY, NORWAY, SWEDEN, U.S.A. 3

The 107th Toyota Marketing Seminar was held between May 24 and June 1 in Japan.

The 107th Seminar list of attendants

Name	Current Position	Distributor	Country
1 Mr. Roland de Menten	Credit and Collections Manager	N.V. International Motor Company S.A.	Belgium
2 Mr. Jacques Troquet	Dealer Development & Business Management Manager	N.V. International Motor Company S.A.	Belgium
3 Mr. Jean-Eric Perrot	Advertising Manager	S.I.D.A.T. Toyota France	France
4 Mr. Hans-Josef Hündgen	Project-Manager Dealer Systems, Region Projects	Toyota Deutschland G.m.b.H.	F.R. Germany
5 Mrs. Brigitte Taube	Clerk Planning and Statistics	Toyota Deutschland G.m.b.H.	F.R. Germany
6 Mr. Bjørn Hansen	Marketing Manager Vehicle Department	F.E. Dahl & Co. A/S	Norway
7 Mr. Stein Brønstad	Supervisor, Sales Department	F.E. Dahl & Co. A/S	Norway
8 Mr. Ivar Jønebring	Fleet Sales Salesman	Toyota Autoimport AB	Sweden
9 Mr. Claes Iwarsson	Technical Supervisor	Toyota Autoimport AB	Sweden
10 Mr. Robert D. Seale	Merchandising Manager (Chicago Regional Office)	Toyota Motor Distributors, Inc.	U.S.A.
11 Mr. Lawrence Nelson Distler	Market Representation Manager (New York Regional Office)	Toyota Motor Distributors, Inc.	U.S.A.
12 Mr. Paul Marten Holdridge	Merchandising Manager (San Francisco Regional Office)	Toyota Motor Distributors, Inc.	U.S.A.



1: Mr. Miklos Varjas of Hungary poses beside the car he wishes was a Toyota!

2: Mr. Claude Keefer (left) and his brother Mark pose proudly beside the '77 Toyota Hilux in Illinois.

3: Participants get together for a group photo at the opening of the 107th Toyota Marketing Seminar.

AFTER-SALES SERVICE

TOYOTA TOYOTA
GENUINE PARTS QUALITY SERVICE

EUROPEAN PARTS PHYSICAL DISTRIBUTION SEMINAR

1

The European Parts Physical Distribution Seminar was held from June 21 to 23 in the charming West German city of Dusseldorf, and focused on the new structure of the European distribution system.

Thirty-one participants, including parts managers and section chiefs responsible for distribution, represented 14 European distributors at this major seminar.

Principal points concerning the new distribution system discussed during the three-day event included the European Referral System and "New Operation at Tobishima Parts Center," aimed at reducing the lead time from Japan.

The seminar was a tremendous success, with innumerable valuable suggestions being made during the distributors' group discussion.

PARTS REFERRAL SYSTEM INTRODUCED IN EUROPE

A parts referral system that drastically reduces the lead time for emergency parts purchase began operating in five European countries in July, with six others slated to follow suit in the mid-1990s.

The smooth and speedy distribution of parts is the very

lifeblood of the parts market. Until now, however, if emergency parts ordered by dealers were not in a distributor's stock, TMC had to send them by air freight, resulting in a long lead time.

The referral system (Parts Locator System) was developed with TMC's assistance to resolve this situation. Now, if parts are unavailable, the distributor verifies online, using a satellite system, where one can be obtained in Europe and then purchases it.

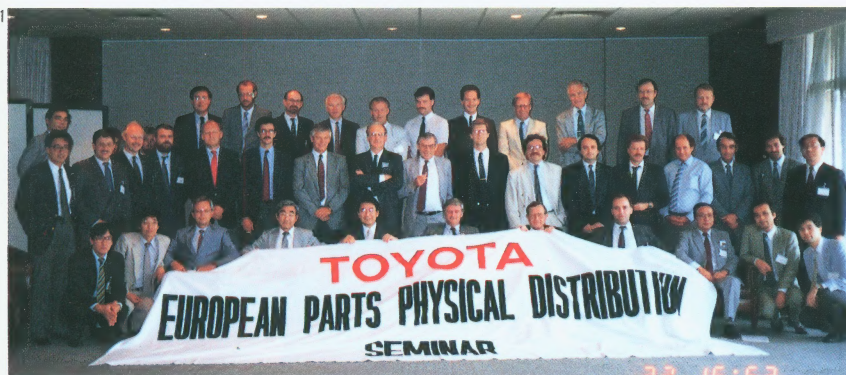
The faster service resulting from the new system is expected to further improve customer satisfaction.

TQS "FIX IT RIGHT" CAMPAIGN

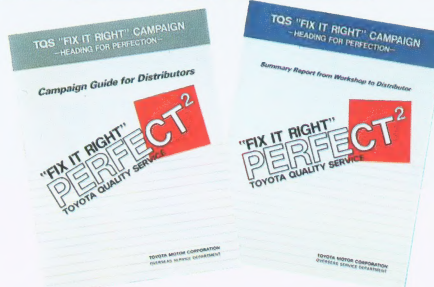
2

The TQS "Fix It Right" campaign is being held worldwide from June until November. The objective of the campaign is to provide more accurate and more reliable service to customers by promoting overall improvements from service workshop operation to product quality through the combined efforts of TMC, distributors and dealers.

During the campaign, all TMC-affiliated workshops are being evaluated carefully, and feedback is obtained by listening to customers' opinions. Also, based on market feedback on vehicle quality, workshops are being supplied with the necessary technological information to further enhance quality service.



- 1: Participants of the European Parts Physical Distribution Seminar held in Dusseldorf, West Germany
- 2: Informative brochures and educational tools are an important facet of the "FIX IT RIGHT" campaign.



INDUSTRIAL VEHICLE

TOYOTA
INDUSTRIAL EQUIPMENT

TOYOTA REPRESENTED AT FINNISH FAIR

1

The largest transport trade fair in Scandinavia, Transport 88, was staged in Finland from May 10 to 15. Held every three years, this year's event covered an area of 25,000 square meters and was the eleventh to date.

Over 62,500 people attended the exhibition to see the latest equipment and systems related to distribution, including forklifts, trucks, vans, containers, trailers and automated warehouse systems.

Korpivaara Oy, TMC's Finnish distributor, took part in the event and exhibited a wide range of vehicles, stressing the high quality and top performance of Toyota's passenger cars, vans and industrial vehicles.

Among the most interesting items on show at Korpivaara Oy's eye-catching stand were the first Toyota forklift imported into Finland, almost two decades ago in 1969, along with the 4,000th.

Toyota's forklifts have held the No. 1 spot in the Finnish market since 1974, a position the company's vans have

dominated for a full nine years.

TMC MOVES INTO MOVINT '88

2

MOVINT '88 is the largest international industrial and mechanical handling exhibition held in Italy. This biannual event was held from June 14 to 18 in Milan, and attracted almost 30,000 visitors. This year, over 450 exhibitors displayed their foremost products at the 53,000-sq.-meter site.

Among the most prominent stands was that of C.I.M.I. S.p.A., TMC's exclusive distributor for Italy. The company staged an attractive display comprising a comprehensive range of Toyota forklifts, including gasoline and diesel engine models, as well as the three-wheel and newly presented four-wheel electric models.

C.I.M.I.'s display drew a great deal of attention and a great many favorable comments from the crowds of spectators. The detailed explanations of staff members on the products' features provided solid support for the successful outcome of the event.



1: The very first Toyota forklift imported into Finland.
2: A full range of Toyota forklifts was exhibited by C.I.M.I. at MOVINT '88 in Italy.

FROM JAPAN

MOON VIEWING

Gazing at a full moon in mid-September is one of many Japanese traditions based on a love of nature, as many families still meet over small tables laden with rice-flour dumplings, chestnuts, persimmons and other seasonal delicacies. The centerpieces, though, are vases of susuki grass and bush clover offered to the moon's beauty.

ANCIENT ORIGINS

Moon Viewing or *tsukimi* traces its origins to ancient harvest festivals, during which peasants prayed to the moon for a good rice crop. According to legend, the Emperor Godaigo (897 – 930) invited nobles to his court for an evening of poetry writing under a full autumn moon, and over the years this became a practice among the sophisticated. Later, the masses adopted the event until *tsukimi* finally became an unofficial national celebration, with the composing of *haiku* poetry a central feature.

PALACE OF THE MOON

For the Japanese, the autumn moon creates a certain

sense of loneliness. Over the years, dozens of melancholy folk tales have evolved around it. The most notable concerns a humble bamboo cutter who raises a fairy princess who must return to her abode in "The Palace of the Moon." First told more than 1,000 years ago, this story was just recently turned into a hit movie.

LINGERING LEGENDS

Today, while poetry has been largely replaced by conversation about education, land prices, the stock market and other, more mundane concerns, moon viewing still has a melancholy tinge, especially in large cities where seeing the moon at all is considered a treat. The traditions and legends linger strong in the public mind, though, and this regular autumn event is now a time to gather and remind oneself of a simpler, less hectic past — and to hope, if not for a better rice crop, for a brighter tomorrow in today's constantly changing world.



IMSA CELICA VICTORIOUS IN NEW ENGINE'S DEBUT

A 120 mile (192km) IMSA GTO race June 5 saw Chris Cord and his All-American Racers' Toyota Celica run away from the pack to score a decisive victory. The win in this event at the Mid-Ohio Raceway in Lexington, Ohio, was especially good news for the AAR team because it marked the debut of a new downsized 2-liter Toyota 4T-GT engine as the power-

house for its Celicas.

Reducing the engine size by 0.1 liter has enabled the team to eliminate 100 of the 215 pounds IMSA added this season. Also benefiting from the weight decrease, Cord's teammate Willy T. Ribbs was leading the event in the second AAR Celica when forced to retire with a shift linkage problem early in the second half.

Cord's win came just two weeks after he and Dennis Aase had teamed up in his AAR Celica to finish 3rd in the preceding round of IMSA GTO racing. In that race, a three-hour event at Summit Point, West Virginia, the Celica was one of just three cars to finish on the lead lap. Ribbs was 9th after stopping to repair a minor electrical problem, then restarting.



TOYOTA FAMILY

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